

GINEVRA GIANNANTONIO

PERSONAL PROFILE

A caring, self motivated individual with a passion for helping people and improving their quality of life. An organized, effective communicator with patients, colleagues and management and an ability to remain calm even in stressful or unexpected circumstances. Confident team player, thriving on challenge and with a positive, cheerful attitude to patient care, clinical practice and academic study. Thanks to the ability of creating links between people, she has to focus on exploitation of research results and on bring out University's technological offer compared to local business.

QUALIFICATIONS

2014 – 2015 Master in Pharmaceutical Management: Marketing, Market Access and Sales

Practical skills gained : Customer orientation, business development, marketing strategy, targeting e positioning. Customer value-based, health technology management.

2009 – 2013 Degree in Pharmacy University of Rome “Tor Vergata”

Practical skills gained: Highly interdisciplinary courses involving subjects from different academic fields, from Chemistry to Medicine, Economics, Law as well as all those concerned in a complex traditional Pharmacy Course.

WORK HISTORY

May 2016 - Nowadays: University of Rome “Tor Vergata” TTO- Technology Transfer Office- Knowledge Transfer Manager

- Scouting and selection of technological patented inventions realized in University laboratories.
- Assistance in patent searches. Through this activity it is assessed the suitability of industrial inventions to patent, which protects the form of the invention.
- Managing the relationship with the agents and Consulting Studies in IP
- Marketing activities which are aimed at enhancement of the University's patent portfolio through the advertising of technologies by creating a database of the inventions and active participation in networks, sectoral workshops.

June 2015 – May 2016 Private Pharmacy

- Management of inventories and supply of medicines
- Completion of new patient profiles and updating of existing ones, including the list of patient medications

- Check prescriptions for proper dosage, interactions with medications, allergies and contraindications before delivery of medicines
- Cooperation with the management team to develop and implement marketing plans in store to boost sales
- Coordination of the planning of pharmaceutical staff and support staff to monitor and evaluate performance
- Prioritization of tasks and organization of the workflow to increase efficiency.

June 2014 – May 2015 AIFA Internship –Agenzia Italiana del Farmaco-

- Authorization for congresses and meetings

INTERESTS

Vicepresident of Agifar Roma -Young Pharmacist Association, in which I have undertaken various team projects within both academic and non-academic environments.